



# SUPANUTH Nitichakorn

tel:

0830659280

E mail:

[supanuth.ntck@gmail.com](mailto:supanuth.ntck@gmail.com)

**Dear Readers,**

My name is *Supanuth* or *PP*.

- A Creative, organized, and detail-oriented communication designer with a passion for motion graphics, illustration, and graphic design. Experienced in cross-functional teamwork and workflow management and driven by curiosity and ambition to keep exploring fashion, branding, and creative design to expand my craft and take on new challenges



Supanuth Nitichakorn

Tel: (+66)83-065-9280

Email: supanuth.ntck@gmail.com

LinkedIn: Supanuth Nitichakorn

Creative, organized, and detail-oriented communication designer with a strong foundation in motion graphics, illustration, and graphic design. Driven by curiosity and ambition, with a passion for fashion and branding and a commitment to growing both creative and technical expertise.

### Education

2020 - 2024

KMUTT

School of Architecture and Design

B.F.A. (Communication Design) | GPAX: 3.57

2013 - 2020

Potisarn Pittayakorn School

Science-Mathematics program | GPAX: 3.84

### Competence

Illustrator

After Effects

Photoshop

Premiere Pro

Thai

English

Proficient

Proficient

Intermediate

Intermediate

Native

Intermediate

Creativity

Teamwork

Self motivation

Self awareness

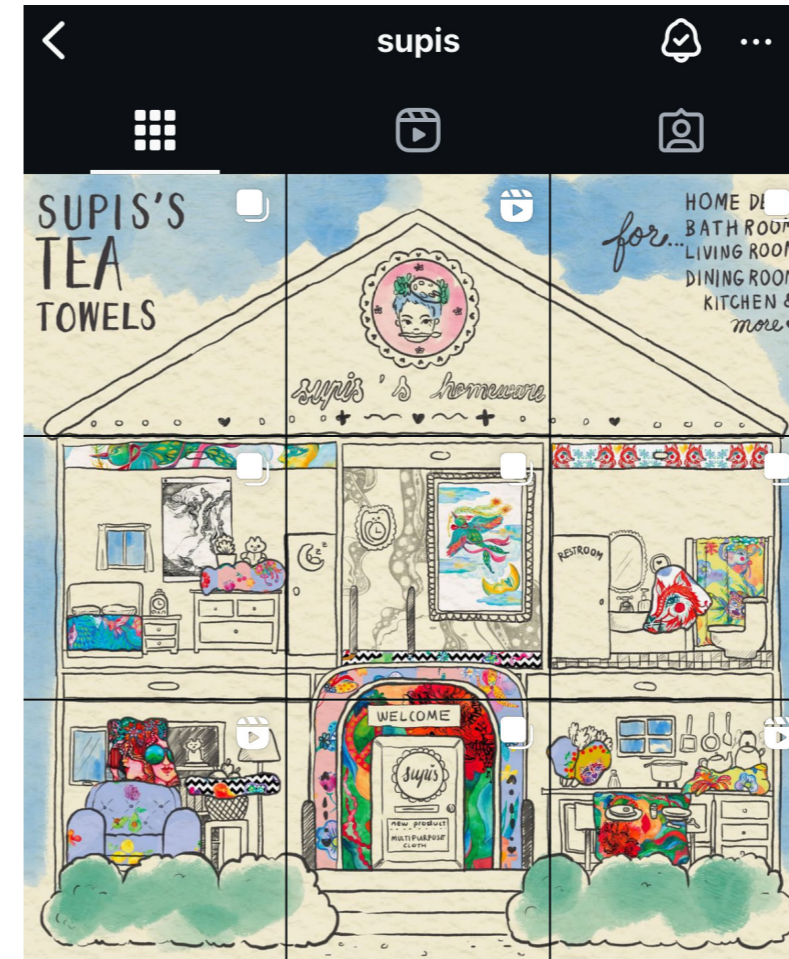
Growth Mindset

Communication

### Supis's homeware: Tea Towel



To highlight the functions of the product, showcase all the designs, create a key visual that is cohesive to the artist's identity.



Social Media Design for Supis  
Art Direction, Illustration  
and Collage

Instagram: <https://www.instagram.com/reel/CyXrIpOPaOM/?igsh=MTZmbWduNzM4eHAzcw==>



# Pierrot

This is the first personal project about corporate identity design that Pp has made. The brief is inspired by one track from the latest album of Le Sserafim, 'Pierrot.'



### Brief:

To design the corporate identity of this fashion brand shows elegance with a quirky and lively touch.

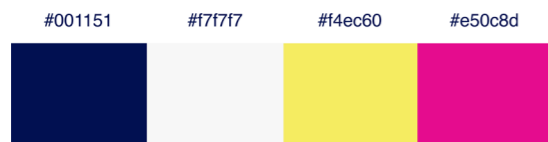
The vision of this brand is  
No matter if we are happy, sad, or whatever.  
Throw away and go dumb!



# Pierrot

### Logo

The logo symbolizes various forms of the eye, such as an eye, an angry eye, and a tearful eye.

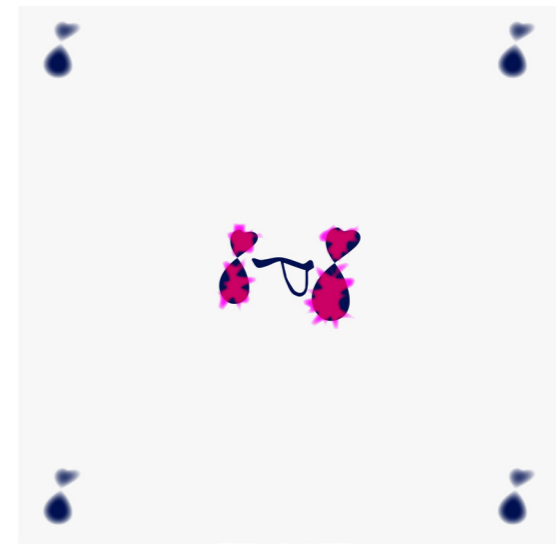


### Color palette

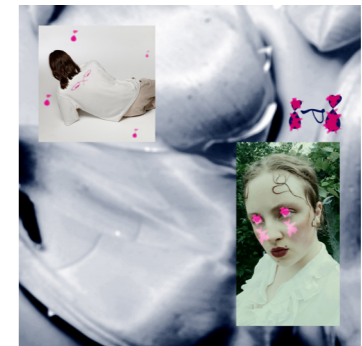
- the clown 'Pierrot', and
- the phrase 'Something blue,' which means love

Playfair Bold  
Helvetica Regular

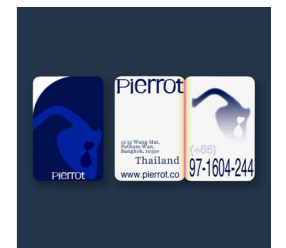
### Brand Assets



### Artwork Style



### Packaging, Card and Price Tag





# COUCOU

Coucou is a French artisanal pastry with sweet and playful vibe. **We are ready to serve the crafted and warm treats for your perfect break.**

As 'Coucou' is a french greeting for "Hi" and sounds similar to cuckoo clock, it inspired to add a soft and cutesy touch to create playful characteristics.

*Coucou*  
YOUR GOOD DAY SERVED.

*Coucou*  
Primary Logo

*Coucou*  
Logo Variation 1

COU  
COU  
Logo Variation 2

### Color Palette and Typefaces:



**Primary Font**  
**Inter**  
(Regular / Bold)  
for text, subtopic and important information

**Secondary Font**  
*Medusa*  
for headings and aesthetics

**Complementary Font**  
**FILOSOFIA**  
GRAND SMALL CAPS OT  
for headings and aesthetics

### Brand Assets:



### Packaging Design:



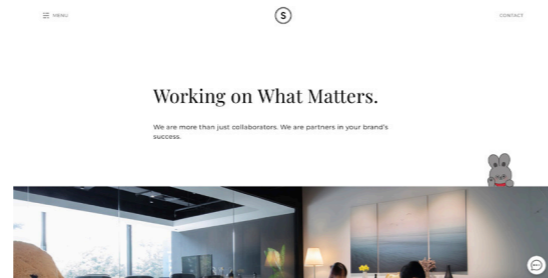
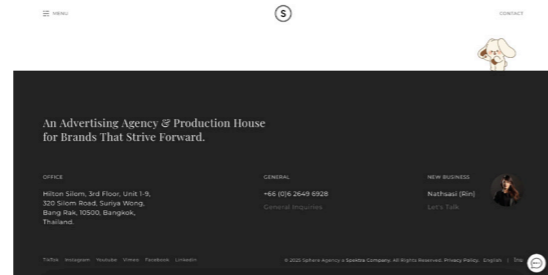
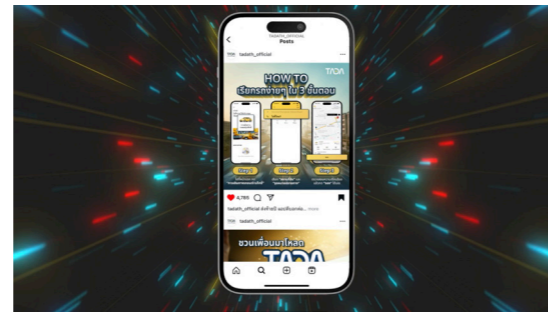


## Graphic Designer: Sphere Agency

While working for Sphere Agency, these artworks were created as a part of the company credential. I composited the original artwork to be visually engaging artwork which must maintain the brand consistency. He developed animation for a unique user experience for the official website.



Website: <https://sphereagency.com/work/tada-case-study>

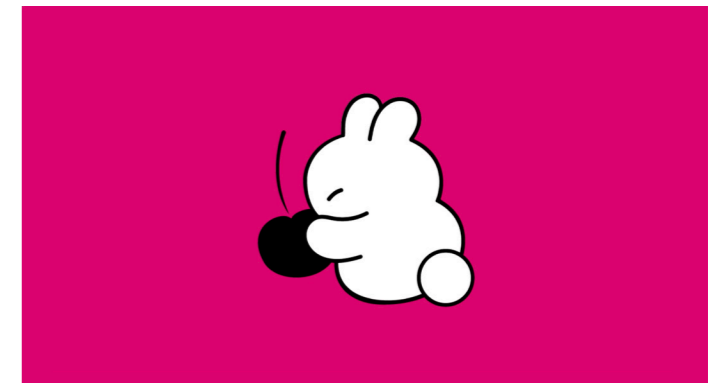
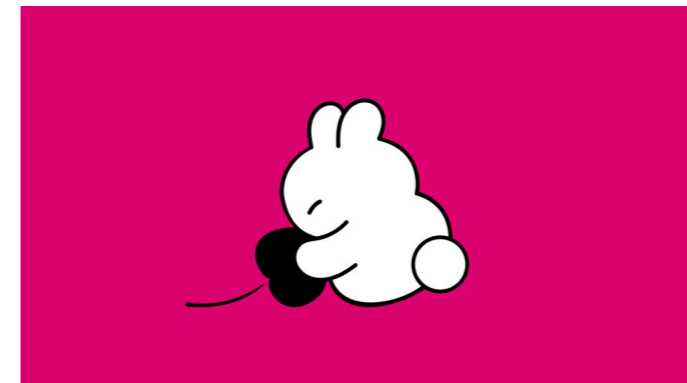
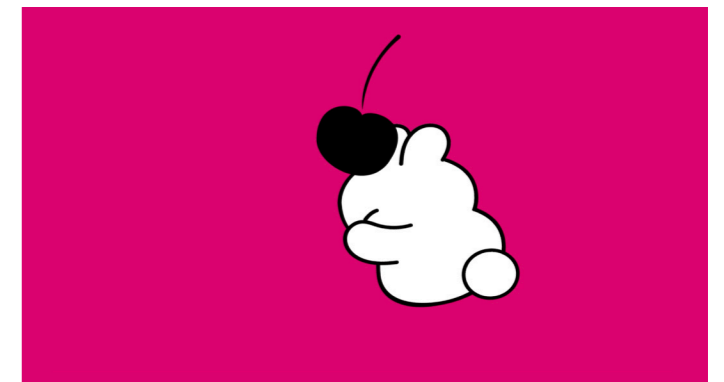
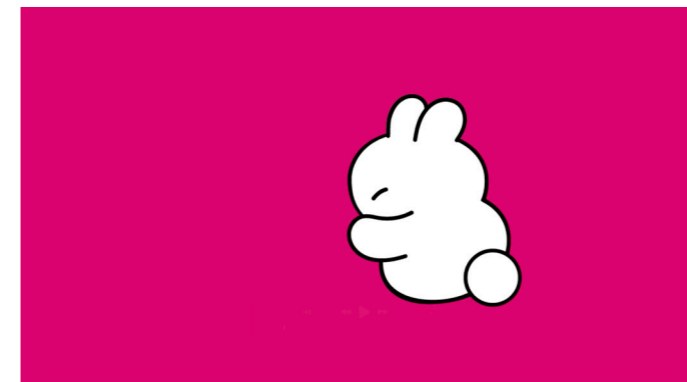
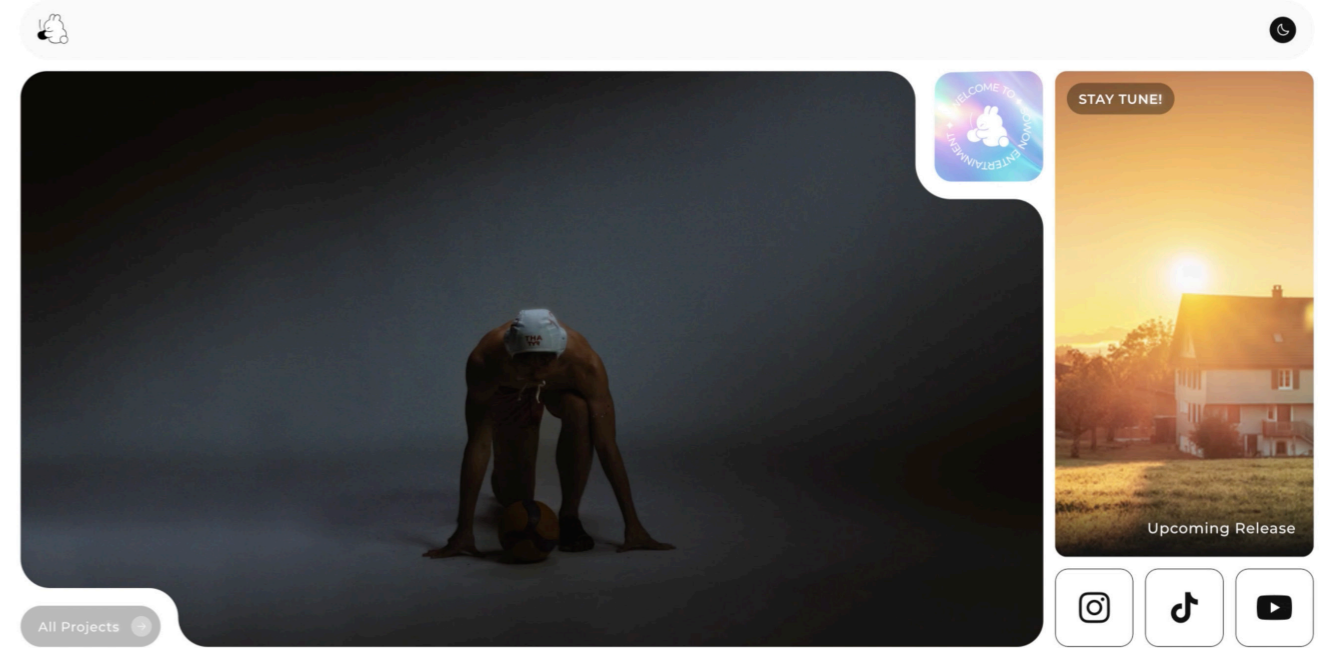


Website:  
<https://sphereagency.com/404>  
<https://sphereagency.com>  
<https://sphereagency.com/about>  
<https://sphereagency.com/contact>



## Graphic Designer: Sphere Agency

The story behind this animation is about one's wish. Sometimes, the wish is cluelessly granted, like this rabbit, who doesn't know when the cherry falls. However, when it falls, he must grab it.



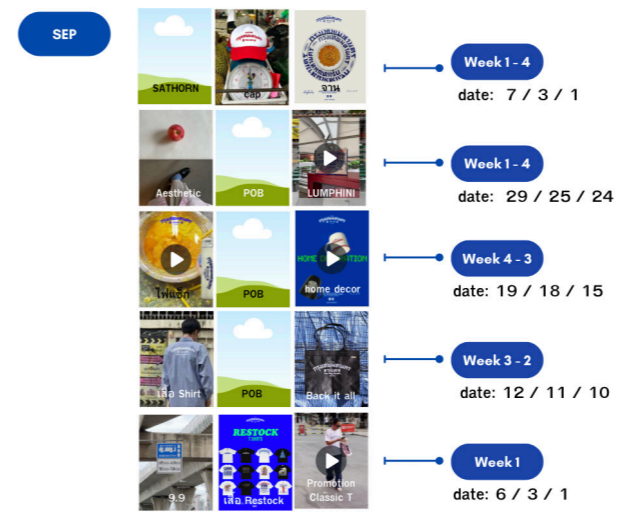
Website: <https://sowonent.com/>



# Content Creator: Forever Weekend (The Only Market Bangkok)

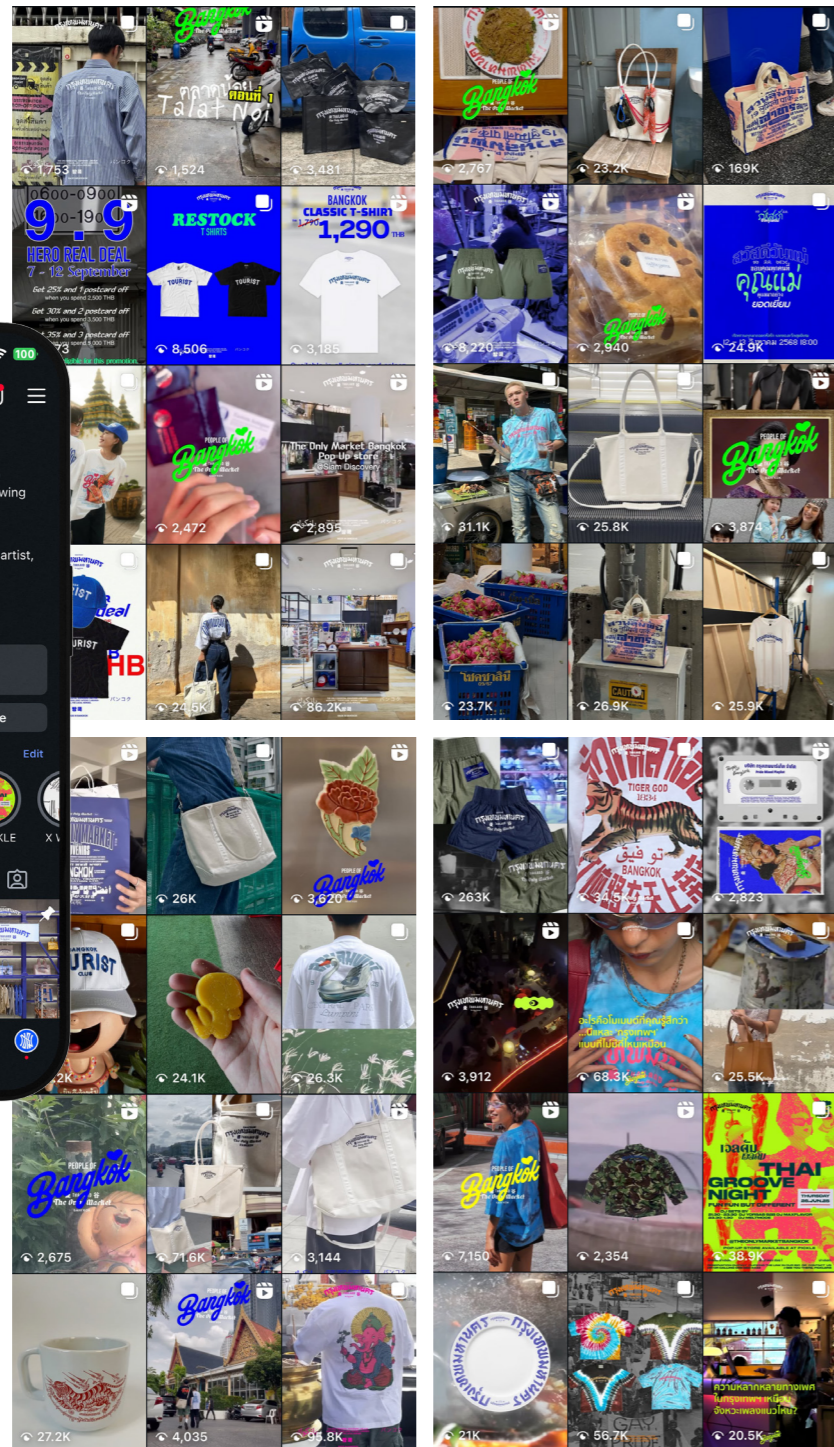
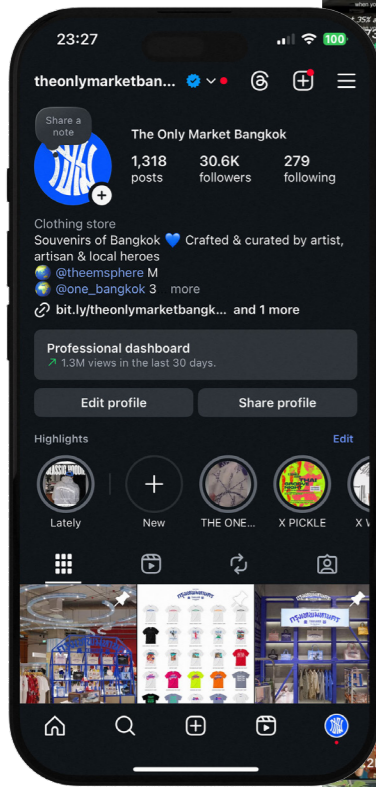
## Overview

'The Only Market Bangkok' is the brand that explores and showcases the mundane and imperfect aesthetics of the local objects and street culture through souvenirs. **Not only elephants and tuk-tuk that represent Bangkok, but also involve the honest everyday lifestyle of people.**



## Social Media Design

As a Content Creator, he treated each project as an opportunity to explore and refine visual identity. **He pushed himself to study and experiment with art direction, typography, and color palettes—**driven by his determination to create work that was both consistent and impactful.



He experimented with techniques like stop motion and design principles such as transformation to push the boundary of the content. Inspired by street culture, **he discovered beauty in everyday objects, capturing and transforming them into fresh, dynamic content.**

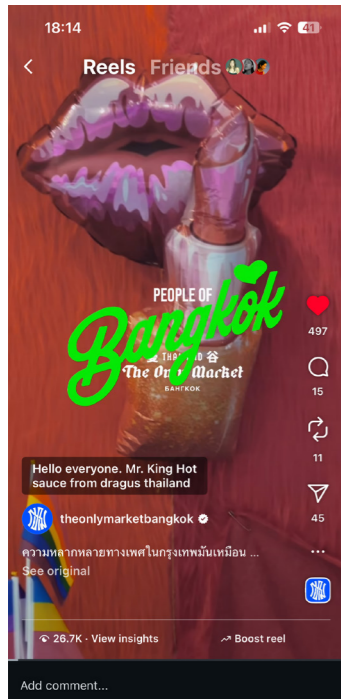
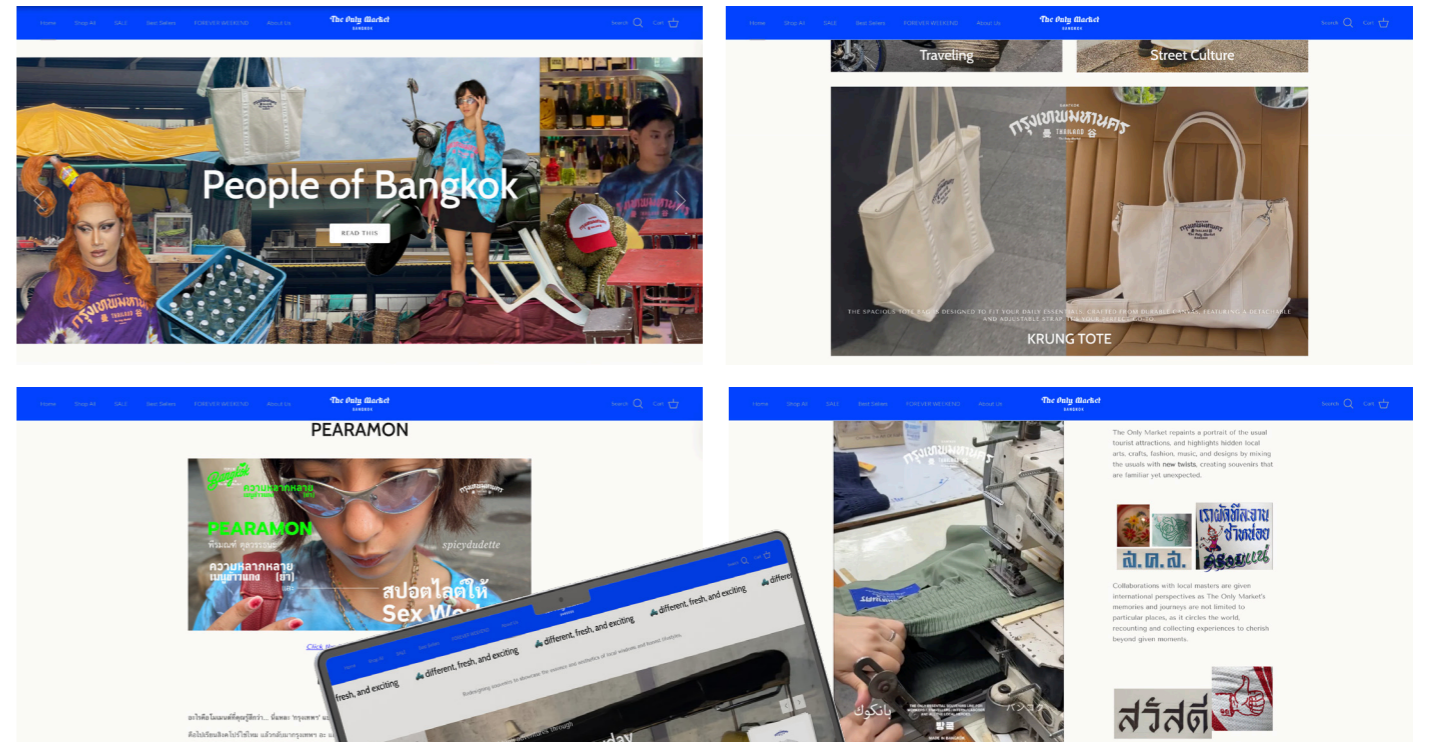
PEOPLE OF BANGKOK  
tiny escape in talat noi

ช่วงเวลาพักผ่อนในมุมเล็กๆ ของตลาดน้อย ที่เต็มไปด้วยเสน่ห์  
อบอุ่น ทั้งร้านของใจ ตามรอยตาม landmark และพักจิบชาที่  
ทำให้วันธรรมดากลายเป็นพิเศษ



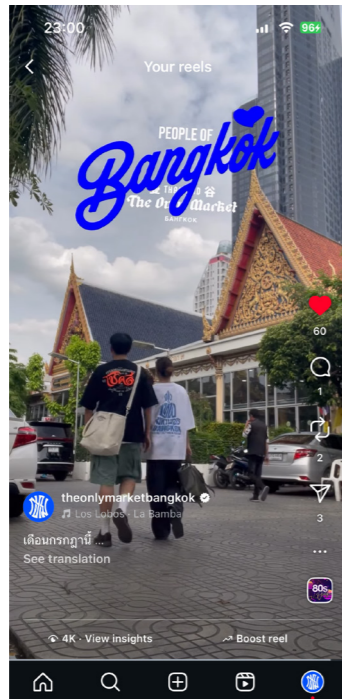
People of Bangkok

This always-on content captured the rhythm of Bangkok life—its streets, activities, and people. He collaborated across the full production process, from pre- to post-production, while **sharpening his editing skills in CapCut and experimenting with storytelling techniques for short-form video.**



June  
Pride and the City

Created for Pride Month, celebrating Bangkok's spectrum of identities and perspectives.



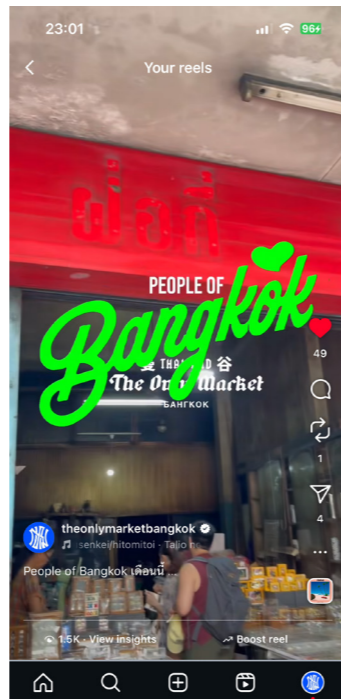
July  
Bangkok Buddhism, Our way

A glimpse into the temple and the vibrant culture surrounding Buddhism in Bangkok



August  
Think of mom

As we grow up and go our own way, we often carry her in our thoughts.



September  
tiny escape in Talat Noi

Slow down and enjoy the hidden gems, where every corner invites you to pause, and explore.



Website design & Content

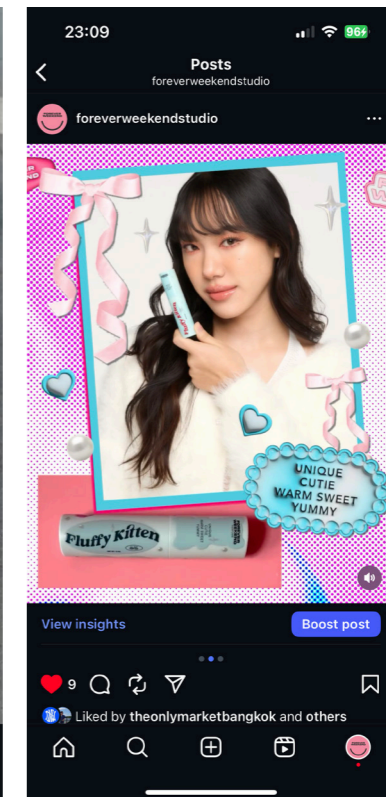
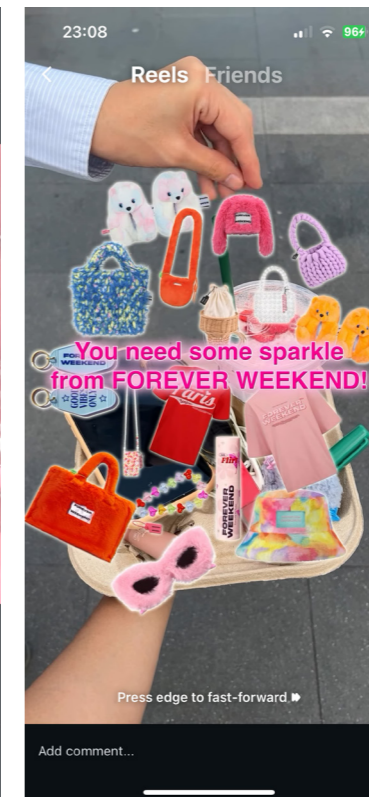
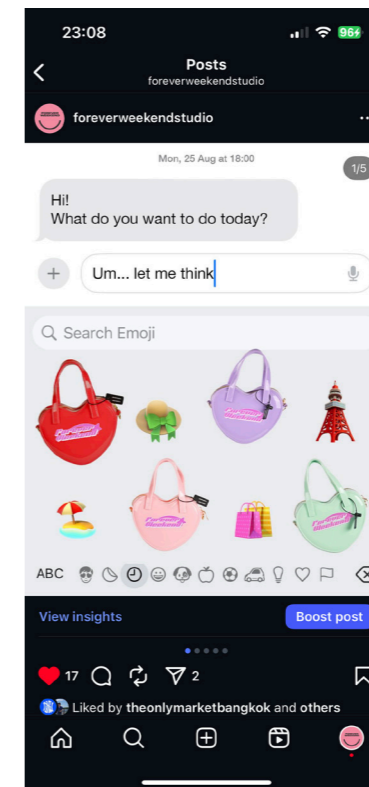
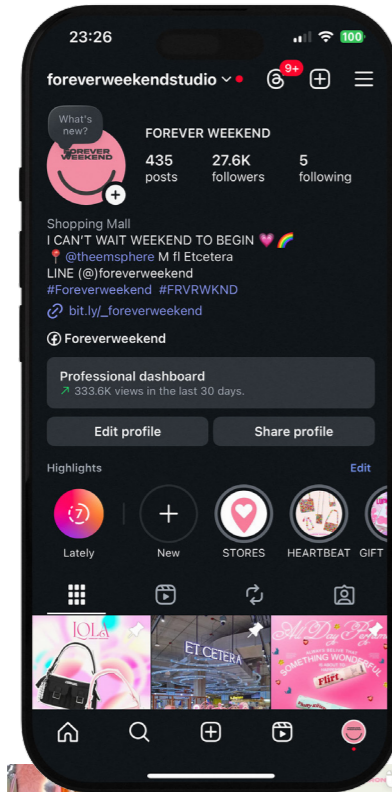
"He gained his first hands-on experience with Shopify, developing and publishing website content while exploring how to customize templates to support and enhance the overall design.



# Content Creator: Forever Weekend (Forever Weekend Studio)

## Overview

Forever Weekend Studio is to spread lively energy and turning ordinary moments feels as vibrant as the weekend. **With Y2K-inspired aesthetics, the brand embodies a trendy teen: playful, bold, and fun.** Every visual element reflects a world where style meets joy and youthful energy.



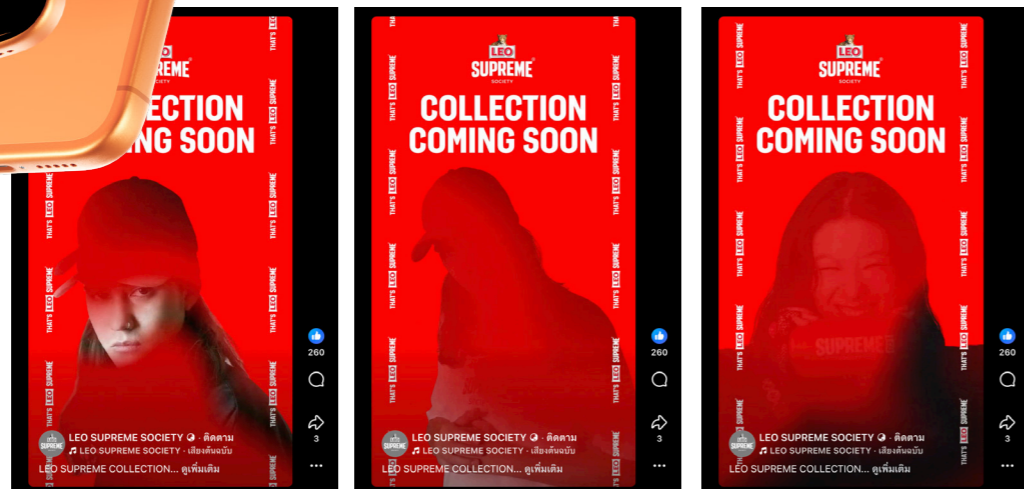
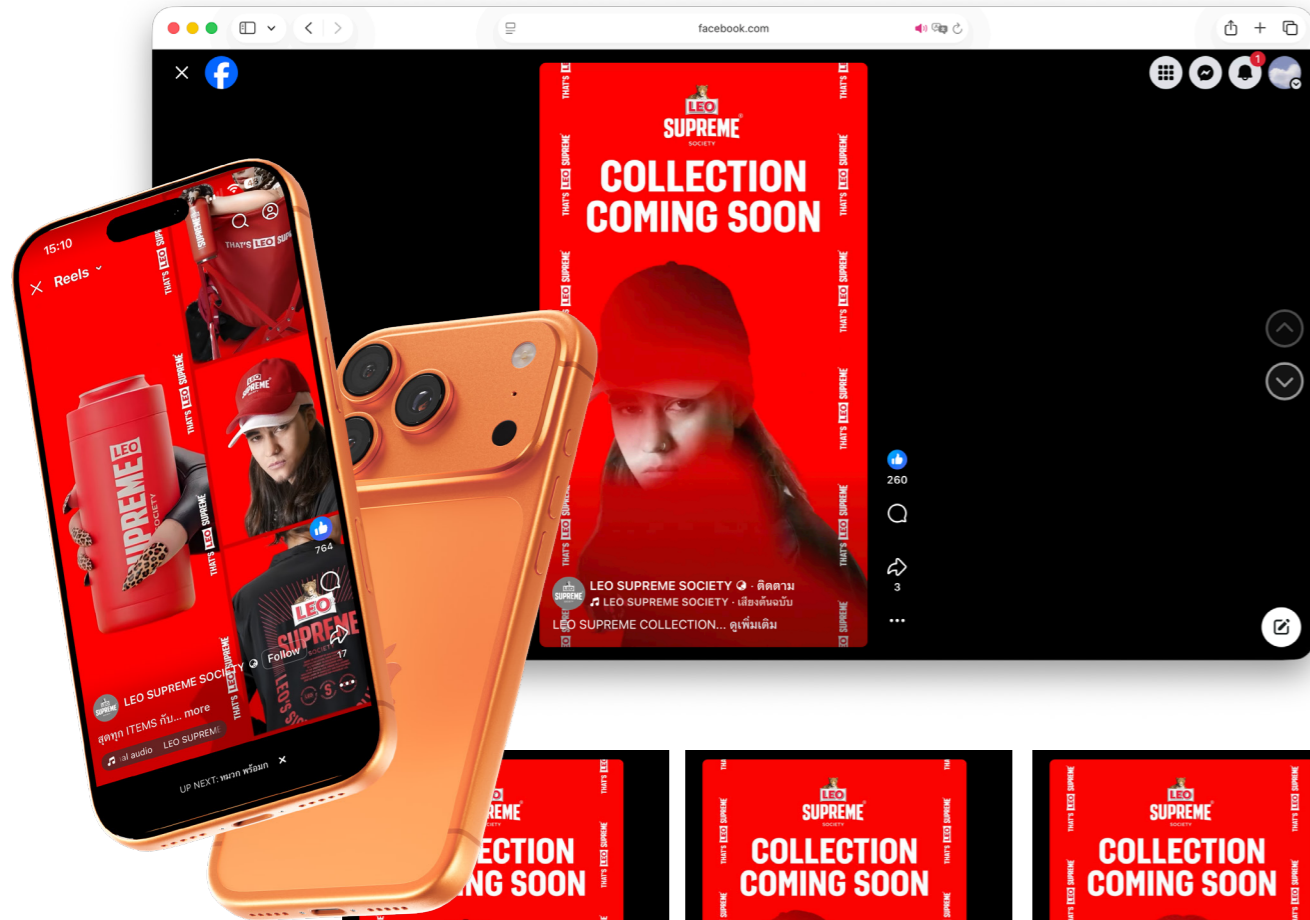
## Social Media Design

He expanded his creative toolkit—diving into 3D modeling, collage, motion graphics, and AI-generated imagery—to design eye-catching content. At the same time, he embraced current trends, exploring playful, iOS-inspired aesthetics and learning to adapt his style to keep content trendy and instantly engaging.



# Graphic Designer: JUST in CASE

Recently, he worked at a creative agency specializing in experience design for events and campaigns. He designed visual guidelines and mockups that brought creative concepts to life in presentation decks and pitch materials. In addition, he supported research efforts, gathering references and insights that inspired the development of engaging experience journeys.



Visual Guideline for Motion Graphics



Visual guidelines and Mockups

**Wimbledon - Pimm's Cup**  
 Pimm's No. 1 + Cup (ถ้วยรางวัล)  
 Light, Fruity Refreshing  
 Strawberry, Lemon and Citrus, Mint

**U.S. Open - Honey Deuce**  
 (ผลไม้ ทรัฟเฟิล + honeydew ผลไม้รสเปรี้ยว) vodka-infused raspberry lemonade  
 Signature and popular

**French Open - Ace Royal**  
 Consisted of Champagne, so it's called Royal Bubbly, herbaceous, and refreshing  
 Like a tennis ball, theme to the greenish hue from the muddied ball!

**Australian Open - No signature**  
 1. First served at the first Australian Open - Blason Shaker (peon green color (Midori liqueur), topped off with a tropical pineapple garnish)  
 2. Recently debuted in 2025 - 'Lemon Ace' (Vodka, sparkling lemonade, and passion fruit syrup)

**Luxury Fashion Brand and Chinese Cuisine (Mooncake)**  
 เน้นที่ออกแบบ Packaging และโลโก้  
 เฉพาะช่วงเทศกาลไหว้พระจันทร์ หรือเทศกาลต่างๆ เช่นของขวัญ

**Luxury Fashion Brand and World-class significance of Chinese Cuisine**  
 สาขาจาก luxury brand เป็นองค์ความรู้ Michelin ที่แนะนำร้านอาหารชั้นนำ ทำให้เห็นว่าถ้าร้านอาหารชั้นนำเป็นที่ยอมรับจาก โลกภายนอก

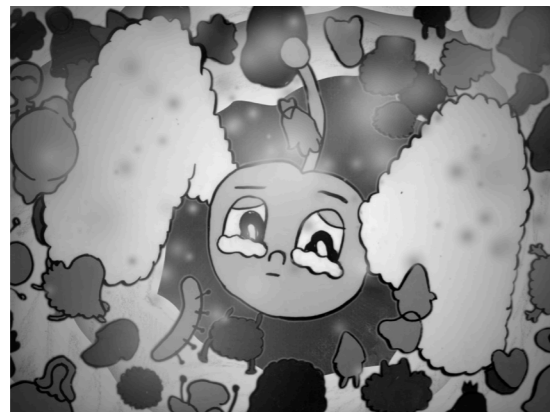
Ferragamo, Loewe, Bvlgari, Gucci, Tiffany & Co., Fendi, Prada, Cartier Blue - The Peninsula, London (Michelin Guide), You Ting Yuan - Four Seasons Hotel Bangkok (Michelin Guide), LILI - The Peninsula, Paris (Michelin Guide)

Research and Insight about Tennis and Chinese cuisine for the project



Frida Kahlo said “I think that little by little I’ll be able to solve my problems and survive.” And, I think so.

Escapism, one of the humans’ abilities, is the crucial method of reaching that space. **I believe this power is unique for everyone, and it takes us to our place of experimentation of expressing about ourselves, the possibility discovery, and the small happiness of enjoying ourselves in this world.**



## Modular Letterforms: Pp’s Bitmap Type

This avant-grade typeface uses two basic design principles: **module, figure, and ground** to create a readable optical illusion. Then, he used this typeface to redesign the digital cover for BOYNEXTDOOR’s song “If I SAY, I LOVE YOU.”



IF I SAY, I LOVE YOU

IF I SAY, I LOVE YOU

IF I SAY, I LOVE YOU

IF I SAY, I LOVE YOU





## Content Creator for Forever Weekend (Midjourney learning)

While working at this company, he had the great chance to explore MidJourney as a graphic designer assisting Light Shadow Dark Studio.



Through hands-on practice, he gradually built a solid understanding of AI prompting, learning how to structure prompts, choose subjects, experiment with camera angles, mood and tone, parameters, and styles. **This experience expanded his creative toolkit and strengthened his ability to translate ideas into visually compelling imagery.**





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